

An aim statement is important because it clearly states a purpose or direction, ensures everyone is on the same page and sets a realistic target all while ensuring the outcome is equitable and inclusive. Together with your team use the template below to develop a SMARTIE Aim Statement.

## MAKE IT SMARTIE

**Specific** – Use explicit language which succinctly details the intended outcome of your change initiative

**Measurable** – Quantitatively define what success will look like, using baseline data and stating the intended outcome, which will facilitate progress tracking

**Achievable/Ambitious** – Consider how good you want to be; are you meeting a threshold (just hitting a target) OR are you stretching beyond (setting a new bar)?

**Relevant** – Should explain who or what the project will impact (e.g., population of people) and provides rationale of why this is important

**Time-bound** – Establishes a date by which you want to accomplish this change (remember soon is not a time)

**Inclusive** – Brings the people who are most impacted into processes, activities, and decision making in a way that shares power

**Equitable** – Seeks to address systemic injustice, inequity, or oppression.

We, \_\_\_\_\_ ,  
(Name of organization)

will improve \_\_\_\_\_  
(High-level broad focus area e.g., operational efficiency, health of our patients, client experience)

by \_\_\_\_\_  
(Reducing/decreasing or raising/increasing, etc.)

\_\_\_\_\_  
(Specific area of focus or population, e.g., breast cancer screening, transgender and nonbinary people)

from \_\_\_\_\_ to \_\_\_\_\_  
(Baseline) (Target goal)

by \_\_\_\_\_  
(Target date – specify exact date)

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We, XXXX Community Health Center,  
(Name of organization)

will improve improve the health of the children in our community  
(High-level broad focus area e.g., operational efficiency, health of our patients, client experience)

by decreasing deviations in performance rates of well-child visits and immunizations  
(Reducing/decreasing or raising/increasing, etc.)

across populations of children, irrespective of primary language, race/ethnicity, and rural area of residence  
(Specific area of focus or population, e.g., breast cancer screening, transgender and nonbinary people)

from 14.4% deviation between rates of well-child care of populations assigned to the most rural vs. most urban of practice sites, to 0.  
(Baseline) (Target goal)

by December 31, 2024  
(Target date – specify exact date)